

SYSTEM AND METHOD FOR MANAGING CONSUMER PURCHASING DATA

ABSTRACT OF THE DISCLOSURE

5 Consumer preferences can be structured into a profile that specifies by certain objective criteria, the characteristics of items to be purchased. Database records of items in inventory are structured to record the criteria used to identify products. Consumer preferences that specify items using objective criteria can be sorted and based upon the outcome of such a sort, items that comport with the preferences can be
10 identified for purchase by the consumer.

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